

## REMARKS

This application is filed as a continuation of U.S. Patent Application No. 09/608,371.

A FINAL Office Action was issued for the '371 application on July 1, 2003. Applicant has filed a Petition for a One Month Extension in the '371 application to extend the pendency of the '371 application to November 1, 2003. Thus, the '371 application is co-pending with the present application, at the time of filing of the present application. A copy of the Petition filed in the '371 application is attached to this Preliminary Amendment.

This Preliminary Amendment cancels claims 1-34 and adds new claims 35-50. No new matter was added. The subject matter of independent claims 35 and 44 are disclosed in the present application, as filed, on page 2, lines 6-23; page 4, lines 4-10; page 5, lines 9-22; and page 6, lines 1-13 and 23-25. The subject matter of claims 36 and 37 are disclosed on page 2, line 28 to page 3, line 2. The subject matter of claims 38, 39, 45 and 46 are disclosed on page 3, lines 3-8, and page 7, lines 9-13. The subject matter of claims 40, 41, 42, 47, 48 and 49 are disclosed on page 3, lines 9-18, and page 6, lines 14-22. The subject matter of claims 43 and 50 are disclosed on page 3, lines 27-28.

In the '371 application, the Examiner objected to the drawings as not clearly showing the inventive concept of the claimed invention as discussed in the specification. Applicant herewith submits one sheet of corrected drawings for replacing the one sheet of drawings, as filed. No new matter was added. The application on page 3, lines 27-28, discloses the use of advertisements (4) including television advertisements, radio advertisements and advertisements in printed media (ie., newspapers, magazines, billboards, etc.). Applicant respectfully submits that the corrected drawings clearly show the inventive concept of the claimed invention as discussed in the specification.

Applicant respectfully requests consideration of claims 35-50.

Please charge any deficiency or credit any overpayment for entering this Preliminary  
Amendment to our deposit account no. 08-3040.

Respectfully submitted,  
Howson and Howson  
Attorneys for Applicants

By William Bak  
William Bak  
Reg. No. 37,277  
Spring House Corporate Center  
Box 457  
Spring House, PA 19477  
(215) 540-9216